



27TH ANNUAL REPORT 2019-20

SOM DISTILLERIES AND BREWERIES LIMITED



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CMD's DESK

Dear Friends and Fellow Shareholders,

These are unprecedented times and I hope you are all keeping safe and healthy.

It is my pleasure to address you and update about the business performance for the year and various other initiatives undertaken by us.

During the year, we recorded total net income of Rs. 4,635 million, an increase of 16.8% compared to the same period last year. The revenue increase was driven by volume growth. Beer volume grew by 12.6% to 85.5 million cases and IMFL recorded a growth of 22.7% to 11.9 million cases.

Our results for the first nine months ended December 2019 were encouraging but the outbreak of pandemic severely impacted fourth quarter performance. The impact was predominantly felt in the month of March 2020, which is the start of the peak season for us. Due to COVID, retail was completely shut from March 23, 2020 with on-trade outlets being progressively closed in the weeks prior, causing a drop in sales for beer and spirits. The month of March accounts for increased primary dispatches due to start of the peak season, such dispatches became negligible due to lockdown.

EBITDA for the FY 19-20 was Rs. 479 million, a decline of 9.2% compared to FY2019 and PAT declined by 23.9% to 150 million. The impact on profitability was primarily attributable to loss on sales on account of pandemic outbreak coupled with inventory write-off to the tune of Rs. 80 million. As you are aware that beer has limited shelf life and given no sales during the lockdown, we had to take the hit.

It is expected that the initial months of the new financial year will remain very challenging. Demand is likely to recover and is negatively impacted due to increased taxation and other impediments. The pandemic has created short-term challenges for the broader market, but we are confident of restoring normalcy in the medium to long term.

To ensure profitable operations during FY2021, we have decided to primarily focus on profitable markets and not on relatively newer markets. In addition, we are also undertaking various other measures to ensure operational efficiencies across our operations.

We would also like to inform that despite the challenging environment, the initial response to our recently launched brand 'Woodpecker', which is India's first filtered wheat beer, has been very encouraging. In a very limited time, it has crossed sales volumes of 0.2 million cases. We plan to expand the reach of the product in the coming months.

I would like to express my deepest thanks to all the stakeholders who have been our partners in our journey. I would like to thank you all for your unending support and belief in us and in our potential to grow.

Keep Safe !

Warm Regards

J.K. Arora

Chairman & Managing Director



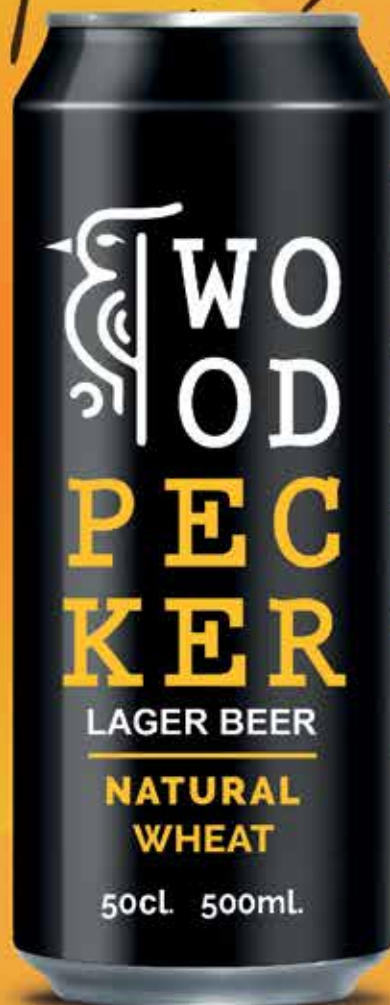
HIGH ON MALT | IMPORTED HOPS

STRONG...
BUT REALLY SMOOTH

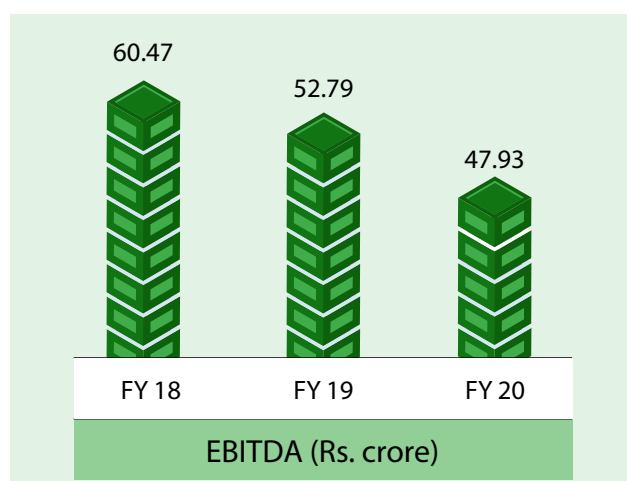
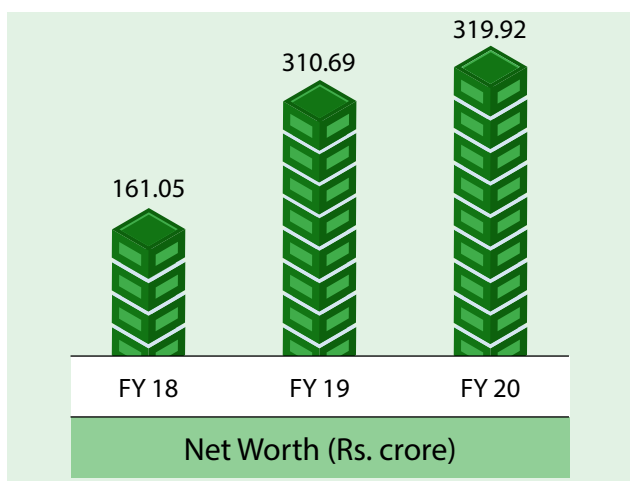
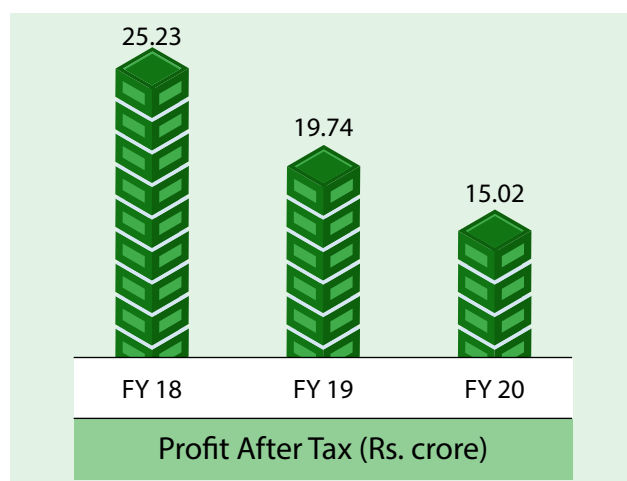
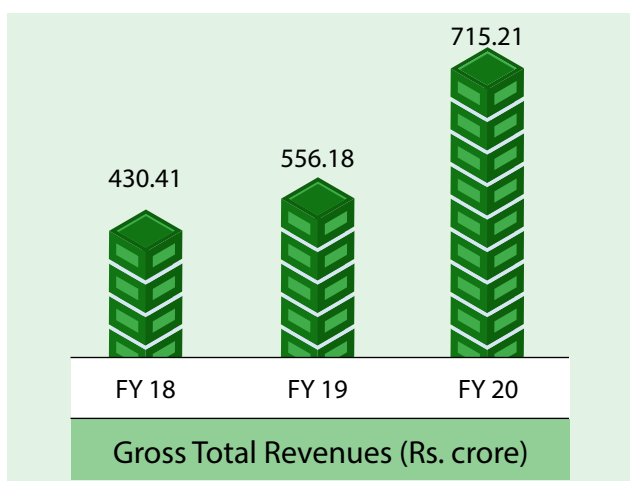
FIRST FILTERED
WHEAT BEER
IN INDIA*.

YOU NOW HAVE SOMETHING
UNIQUE IN YOUR LIFE.

SEE THE
LIGHTER SIDE
OF THINGS.

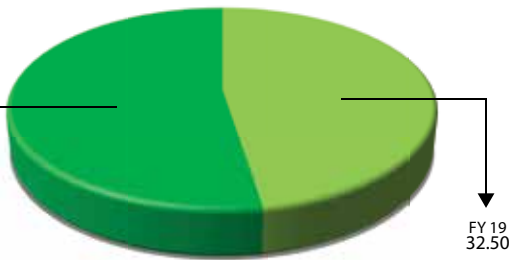


FINANCIAL HIGHLIGHTS



OPERATIONAL HIGHLIGHTS

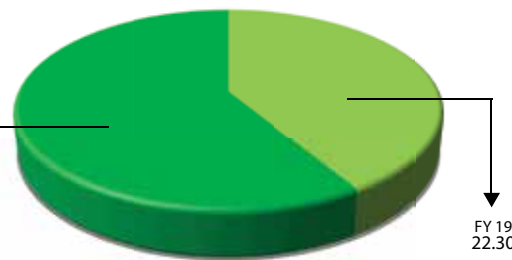
FY 20
35.90



FY 19
32.50

HUNTER
(Quantity Sold in lacs)

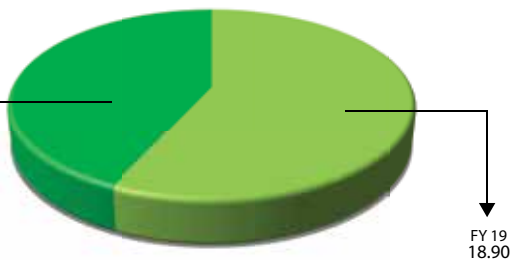
FY 20
31.60



FY 19
22.30

POWER COOL
(Quantity Sold in lacs)

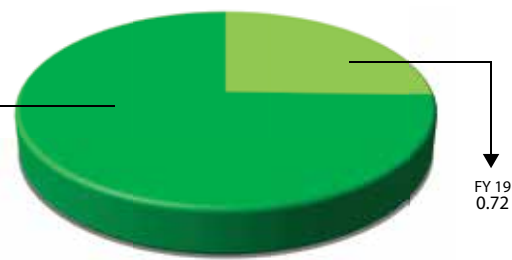
FY 20
14.40



FY 19
18.90

BLACK FORT
(Quantity Sold in lacs)

FY 20
2.10



FY 19
0.72

WOODPECKER
(Quantity Sold in lacs)

SOM DISTILLERIES & BREWERIES LIMITED

Quest to soar higher

SOM is one of India's foremost companies with an exceptional portfolio of brands across all alcoholic beverage categories. SOM's mission has been to deliver value added high quality products. And it will continue to do so in the years to come.





CORPORATE INFORMATION

BOARD OF DIRECTORS

Mr. Jagdish Kumar Arora
Chairman and Managing Director

Mr. Nakul Kam Sethi
Whole Time Director

Ms. Nishi Arora
Woman Director (Non-Executive & Independent)

Mr. Deena Nath Singh
Director (Non-Executive & Independent)

Mr. Satpal Kumar Arora
Director (Non-Executive & Independent)

Mr. Rakesh Rathi
Director (Non-Executive & Independent)

Mr. Uma Kant Samal
Director (Non-Executive & Independent)

CHIEF FINANCIAL OFFICER

Mr. Rajesh Kumar Dubey

COMPANY SECRETARY & COMPLIANCE OFFICER

Mr. Om Prakash

BOARD COMMITTEES

AUDIT COMMITTEE

Mr. Deena Nath Singh, Chairperson
Mr. Nakul Kam Sethi
Mr. Nishi Arora

NOMINATION AND REMUNERATION COMMITTEE

Mr. Deena Nath Singh, Chairperson
Mr. Nishi Arora
Mr. Satpal Kumar Arora

CORPORATE SOCIAL RESPONSIBILITY COMMITTEE

Mr. Deena Nath Singh, Chairperson
Mr. Nakul Kam Sethi
Mr. Nishi Arora

INVESTOR GRIEVANCES CUM STAKEHOLDER RELATIONSHIP COMMITTEE

Mr. Deena Nath Singh, Chairperson
Mr. Nakul Kam Sethi
Mr. Nishi Arora

RISK MANAGEMENT COMMITTEE

Mr. Nakul Kam Sethi, Chairperson
Mr. Deena Nath Singh
Ms. Nishi Arora

EXECUTIVE, LEGAL AND BORROWING COMMITTEE

Mr. Nakul Kam Sethi, Chairperson
Mr. Deena Nath Singh
Ms. Rajesh Kumar Dubey

STATUTORY AUDITORS

M/s R.N. Gupta & Associates
Chartered Accountants
6, New Market, 1st Floor, T. T. Nagar, Bhopal 462003

SECRETARIAL AUDITORS

M/s N.K. Jain & Associates
Company Secretaries
208, Akansha, Press Complex,
Zone I, M.P. Nagar, Bhopal 462011

REGISTRAR & SHARE TRANSFER AGENT

MAS Services Limited
T-34, Okhla Industrial Area,
Phase-II, Delhi 110020

BANKS/FINANCIAL INSTITUTIONS

State Bank of India
Punjab National Bank Ltd.
IFCI Venture Capital Fund Ltd.
Lakshmi Vilas Bank Ltd.
Bandhan Bank

REGISTERED OFFICE

CIN: L74899DL1993PLC052787
1-A Zee Plaza, Arjun Nagar, Safdarjang Enclave,
Kamal Cinema Road, New Delhi-110029
Tel.: 011 26169909, 26169712

CORPORATE OFFICE

23, Zone-II, M.P. Nagar,
Bhopal-462 011
Tel.: 0755 4271271, 4278827

STOCK EXCHANGE

BSE Limited
BSE Security ID: 507514
National Stock Exchange of India
NSE Security ID: SDBL